

DOCUMENT RESUME

ED 242 351

JC 840 140

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TITLE A Market Study for the Center for the Performing Arts.
INSTITUTION Macomb Community Coll., Warren, MI. Center for Community Studies.
PUB DATE Jan 84
NOTE 62p.
PUB TYPE Reports - Research/Technical (143) --
Tests/Evaluation Instruments (160)

EDRS PRICE MF01/PC03 Plus Postage.
DESCRIPTORS *Attendance Patterns; *Community Attitudes; Community Characteristics; Community Colleges; *Community Support; Community Surveys; Leisure Time; Questionnaires; School Community Relationship; *Theaters; Two Year Colleges

ABSTRACT

In fall 1983, a telephone survey was conducted by Macomb Community College (MCC) to assess community perceptions of the college's Center for the Performing Arts (CPA) and to aid in developing marketing strategies for the Center. Interviews were conducted with 500 randomly selected Macomb County (Michigan) residents to determine if they had attended a performance at the Center, their perceptions of the facilities and performance, reasons for not attending, sources of information about Center events, attendance at other entertainment centers, leisure time pursuits, participation in other campus activities, and personal characteristics. Study findings included the following: (1) 9% of the respondents had attended a performance at the Center; (2) those who had attended a Center event tended to be more educated, more likely to have personal involvement in art activities, and more likely to be in business, professional, or technical occupations than those who had not; (3) 93% of those who had attended a performance reported their experience as "enjoyable" or "very enjoyable," and (4) 28% of those who had attended a performance and 23% of those who had not had heard of the Center through the newspaper. Based on study findings, it was recommended that MCC attempt to better inform the community about the Center and the high quality of its offerings through the use of newspapers and by targeting residents with arts experiences and MCC music students and high school students. The interview schedule is appended. (Author/LAL)

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ED242351

A Market Study
for the
Center for the Performing Arts

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January 1984

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Abstract

Data was gathered by way of a telephone survey of randomly selected Macomb County residents for the purpose of providing information on community perceptions of the Center for Performing Arts, and to aid in developing effective future marketing strategies for the promotion of the Center's activities. Comparisons of respondents who have attended events at the Center with those who have not indicate attenders tend to be more educated, are more likely to have had personal involvement in arts activities, and are more likely to be in business, professional, or technical occupations.

Specific recommendations made in this report on the basis of its findings include:

- Attempting to better inform the community of the existence of the Center and of the high quality of its offerings.
- The use of newspapers as a medium with which to reach the public.
- Targeting residents who have had arts experiences as a potential market for the Center.
- Publicizing Center events to MCC music students and to area junior high and high school students as well.

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Introduction

In November of 1982, the Macomb Center for Performing Arts opened its doors and 25,000 patrons supported the first season's offerings. From its inception, the Macomb Center was conceived as an educational facility, a place for college and community performers to showcase their skills, and as a cultural resource for the community.

This new enterprise for Macomb Community College (MCC) stimulates a College need to know and understand its Macomb County constituents in a different way than has been addressed before. The existence of the Center also raises important issues about its educational and cultural place in Macomb County and about the role of Macomb Community College and its faculty--particularly the fine arts faculty.

Given this orientation, in the fall of 1983 MCC's Center for Community Studies conducted a survey to provide information that would aid the Center's continued success. Five areas were designated for research: programming, promotion, users, nonusers and leisure activities.

The Macomb Center's growth reflects the sharp and steady growth of regional arts facilities seen nationally. Louis Harris and Associates in Americans and the Arts, a 1980 survey, report a dramatic increase in arts facilities and arts participation since 1975 despite economic depression and competition for audiences.

Harris concludes that, "this can only mean the arts are becoming a more vital and integral part of the mainstream of life of the American people."

John Naisbitt also predicts the growth of the arts as the American people respond to an information environment, stating, "there is the beginning of a renaissance in art, literature, and regional theater, which is blooming in response to the high technology being pumped into people's lives."

The Macomb Center, then, has been born into a positive environment. Yet, a constant concern for arts facilities, especially rural centers, is financial support and audience participation. In Marketing the Arts in a Rural Environment, the Monadnock arts study proposes to solve the problems of support and attendance by opening the lines of communication within the arts community and with arts patrons. The Monadnock study recommends that an art organization start with a concise statement of goals, study its audience through market research and then attempt to match the organizational goals with the desires and preferences of its consumers and support groups. This approach demands a commitment to "researching and identifying the desires and expectations of its relevant publics, and directing organizational resources toward public satisfaction."

This study of the expectations, responses and experiences with the arts is part of the process of paying attention to the consumers. The ongoing challenge of matching arts offerings with its various audiences is the challenge open to the Macomb Center, Macomb

Community College Arts Faculty and Macomb Community College. This report is one step in the process.

Methodology

This survey of perceptions of the Macomb Center for Performing Arts is based on 500 telephone interviews conducted from September 16 through September 25, 1983, by the Center for Community Studies at Macomb Community College.

All interviews were conducted between 10 a.m. and 9 p.m., including weekends. The sampling frame was taken as households with telephones in Macomb County, Michigan. The sample was generated by computer using a random digit procedure to include those households with unlisted numbers. It was stratified throughout the county proportionate to the estimated population within each telephone exchange.

The respondent selection procedure utilized the Trodahl-Carter grid to control for age and sex distribution within the designated households. In addition, the respondents were selected to meet the following requirements: (1) they were residents of Macomb County, and (2) they were adults 18 years of age or older.

Respondents were offered two free tickets to a performance of their choice at the Macomb Center in appreciation for their cooperation in responding to the survey.

Experienced interviewers were briefed on the purpose and nature of the study, and on the proper procedures and controls. The interviewing process was monitored for quality and accuracy,

and extensive efforts were made using callbacks to secure interviews with designated respondents. All coding, data tabulation, processing and analysis were completed through College facilities.

With a random sample of 500 households, there is a predictable maximum sampling error of $\pm 4.5\%$ at the 95% confidence level.

An outline of the demographic characteristics of the survey respondents is presented in Table 1 and compares to data from the 1980 Census of Population.

Table 1

Demographic Profile of All Survey Respondents

Sample Size = 500

	<u>1983</u>		<u>1980</u>			
	<u>Sample</u>		<u>Census</u>			
Male	41%		48%			
Female	59		52			

<u>Age</u>	<u>Male</u>		<u>Female</u>		<u>Total</u>	
	<u>1983</u>	<u>1980</u>	<u>1983</u>	<u>1980</u>	<u>1983</u>	<u>1980</u>
	<u>Sample</u>	<u>Census</u>	<u>Sample</u>	<u>Census</u>	<u>Sample</u>	<u>Census</u>
18-24	18%	19%	10%	18%	13%	19%
25-34	30	24	28	23	29	23
35-44	22	18	23	17	23	17
45-54	13	16	14	16	13	16
55-64	11	14	13	13	12	14
65- +	6	9	12	13	9	11

Occupation of Respondent

Professional/technical	15%
Business owner/Manager/Supervisor/Public official	10
Sales/Clerical/Service worker	27
Operative/Auto worker/Skilled craftsman	14
Disabled/Housewife	15
Unemployed/Laid-off/On strike	3
Retired	11
Student	2

Length of Residency

0-5 years	15%
6-10 years	13
11-20 years	27
21-30 years	24
Over 30 years	21

Total Family Income - 1983 Sample

\$10,000 or less	16%
\$10,001 - \$20,000	20
\$20,001 - \$30,000	23
\$30,001 - \$40,000	14
Over \$40,000	14

(Base 500)

Highest Level of Education

Less than high school	12%
High school graduate	40
Some college	34
4 years or more of college	15

The Demographic Profile

A year after the opening of the Center for the Performing Arts, this survey of Macomb County residents reveals the level of contact the Center has had with the community. Nine percent of those adults surveyed said they had attended a performance at the Center while 91 percent said they had not. This section of the report deals with the question of how those who have attended the Center might differ from those who have not.

Gender

The demographic profile in Table 2 reveals that of those attending, women vastly outnumber men (70% women and 30% men). According to the 1980 Census report, women do slightly outnumber men in Macomb County 52 percent to 48 percent, but the difference between males and females in attending a Macomb Center performance indicates that women are a more likely audience and that their needs and tastes ought to be seriously considered as a specific potential market segment.

Age

When the age distribution is analyzed, there is little difference in attendance or nonattendance at Macomb Center for persons aged 18 to 24, and for those aged 35 to 54. Attendance is a variable characteristic, however, among the 25 to 34 and 65-and-over age groups (see Table 2). Of the 9 percent of the total sample that have

attended a performance at the Center, none were over 65. Nonattendance was most likely in the 25 to 34 year-old group. One-third (30%) of those who had not attended a performance were in this age group, compared to 19 percent of those who had. On the other hand, persons 55 to 64 years of age are more likely to attend a performance, with 23 percent of the respondents saying they had attended falling into this age group, compared to 11 percent of those who had not seen a performance.

Whether a Macomb County family has children or not somewhat influences attendance at the Macomb Center for the Performing Arts. The 14 percent difference (26% compared to 40% in Table 2) suggests that families with children are less likely to attend.

Table 2

Demographic Profile of All Respondents

<u>Characteristic</u>	<u>Total Sample</u>	<u>Attended</u>	<u>Not Attended</u>
Respondent Group	100%	100%	100%
<u>Sex</u>			
Female	59	70	58
Male	41	30	42
<u>Age</u>			
18 to 24	13	16	13
25 to 34	29	19	30
35 to 44	22	26	22
45 to 54	13	16	13
55 to 64	12	23	11
64 or over	9	--	10
No Answer	2	--	1
Households With Children Under 12	35	26	40
Base Size	500	43	456

Education

Table 3 shows a significant difference in attendance at the Center between nonhigh school graduates and those with at least a high school education. The preponderance of attenders had "some college" (47%), which can be partially explained by the Macomb Center's accessibility to its students. Since one-third of the County residents have some college education, and since attenders are proportionally outnumbered among this subgroup, the data clearly show that education is a factor in attendance and that Macomb Community College and the Macomb Center for the Performing Arts complement one another.

Occupation

In addition to appealing to women and county residents who have high school or beyond education, the Macomb Center is more likely to be frequented by a county resident who is a professional, technician, business person, or public official. Particularly those who described themselves as Business Owner/Manager/Supervisor/Public Official are more likely to attend. Nineteen percent of these said they had attended while 81 percent said they had not.

Sales, Clerical and Service workers are just as apt to attend (9%) as the general population. Housewives, Disabled residents, Retirees, and others not currently in the county's labor force are less likely to attend performances at Macomb Center.

Table 3
Demographic Profile of All Respondents

Characteristic	Total Sample	Attended	Not attended
Respondent Group	100%	100%	100%
<u>Occupation</u>			
Professional/Technical	15	19	15
Business owner/Manager/ Supervisor/Public Official	10	21	9
Sales/Clerical/Service worker	27	28	27
Operative/Skilled craftsman	15	7	15
Housewife/Out of work force	15	12	16
Retired	11	5	12
Student	2	5	2
Other/No answer	5	3	4
<u>Education</u>			
Less than high school	12	5	13
High school graduate	40	23	41
Some college	33	47	32
4-years of college or more	15	26	14
<u>Total Family Income</u>			
\$10,000 or less	16	14	16
\$10,001-\$20,000	20	12	20
\$20,001-\$30,000	23	19	23
\$30,001-\$40,000	14	14	14
Over \$40,000	14	16	14
No answer	13	25	13
Base Size	500	43	456

Family Income

In addition to occupation affecting attendance, Table 3 displays family income's influence.

Residents with \$10,000 or less as a family income are slightly more apt to not attend a Center performance (14% attended and 16% not attended). In the \$10,001-\$20,000 income level, the difference between attendance (12%) and nonattendance (20%) is more substantial.

The pattern of nonattendance ends at the \$30,000 income level. Those with an over-\$40,000 family income comprise 16 percent of the audiences, compared to 14 percent of those that do not attend the Center.

A significant number (26%) of those that attended Macomb Center chose not to answer the income question. Even with the nonresponse, income appears as a significant factor. There is a more likely attendance pattern among those families with \$30,000 or more as an annual income.

Macomb County Residence

Just as a higher income level affects attendance at Macomb Center, so too does a longer period of residency in Macomb County. Table 4 shows the striking difference between the attending respondents (2%) and the nonattending respondents (16%) among those living in the County less than five years. After five years of County residency, there is a positive response. A marketing program focusing on the 15% of the County's population that have lived in Macomb County less than five years would be most appropriate.

Table 4

Demographic Characteristics of All Respondents

Characteristic	Total Sample	Attended	Not attended
Respondent Group	100%	100%	100%
<u>Years Lived in Macomb County</u>			
0-5	15	2	16
6-10	13	14	13
11-20	27	28	27
21-30	24	28	24
Over 30	21	26	21
<u>Area of Residence in Macomb County</u>			
Warren/Center Line	20	23	20
Mt. Clemens	19	33	18
Roseville/East Detroit	15	2	16
Sterling Heights	14	9	14
St. Clair Shores	11	9	11
Utica/Fraser	10	2	11
Washington/Romeo	4	9	3
Richmond/New Baltimore	4	5	4
Base Size	500	43	456

Area of County Residence

The largest areas of the County are proportionately represented in the random sample. They are the Warren/Center Line area at 20 percent, and Mt. Clemens at 19 percent. These area residents also comprised the greatest portion of Macomb Center audiences over the last year. Mt. Clemens represented the greatest attendance with 33 percent while Warren/Center Line followed with 23 percent. Possibly such overwhelming comparative response can best be explained by the Center Campus being in the Mt. Clemens area and the South Campus in the Warren area. Again we see the close alliance between the College's image and a positive response to the Macomb Center. In addition, however, the northern communities of Romeo, Washington, Richmond, and New Baltimore are proportionately heavily represented in the Center's audiences. This suggests that Macomb Center can be promoted in all areas of the County with success although those areas most identified with the College seem most ready to support the Center's performances.

The Audience

Residents who have attended performances at the Macomb Center were asked four questions about their experience. The first of these is presented in Table 5.

Table 5

Question: What did you like best about the building and facility?

	<u>Total Sample</u>
Architecture and Design	37%
Cleanliness	19
Generally Positive	12
Barn	12
Acoustics	10
Comfort	7
(BASE)	(43)

Positive responses to the building and facilities fell into six categories. Foremost, those who attended the Center liked the architecture and design. Specific comments were made regarding "the structural design," the "chandeliers and mirrors" and the "cleanliness of the building." The comfortable seating, seen as "personal" and "casual," was also pointed to by respondents. Some comments were unspecifically positive and general statements such as "very nice," "gorgeous," "well done" and "very enjoyable."

Twelve percent of those saying they've attended the Center mentioned that they liked the Barn Theater, evidently confusing Macomb Center with its predecessor. There is strong support in this result for a two-fold approach in dealing with the misconception. The first is an informational campaign to alleviate the confusion. Residents need to be more clearly informed that the Barn Theater no longer exists; that it has now become the Macomb Center for the Performing Arts. The second focus should capitalize on the positive image that the Barn Theater created, and transfer that image of quality performances to Macomb Center, along with the knowledge of expanded programming.

For the most part, those residents who have attended a performance at the Macomb Center see little they would change. When asked what they would like to see improved, 47 percent responded with "nothing," while 16 percent "didn't know" of anything they would change (see Table 6).

Table 6

Question: What would you like to see improved?	
<u>Response</u>	<u>Total Sample</u>
Nothing	47%
Don't Know	16
Seating	16
Signs and Parking	5
Other	5
No Answer	11
(BASE)	(43)

Some negative response, 16 percent, was generated regarding the seating arrangement. Particular references were made about there being "no center aisle" and the possibility of "fire hazard" in case of panic to leave the seats hurriedly.

Another concern (5%) was that of signs and parking facilities. The need for more signs "to show the roads into the campus," lighted signs, and "the building was hard to find in the dark" were pointed out. "Closer parking" was also mentioned. Other responses (5%) included mention of the "women's bathroom" and the need for "more people in attendance."

Although 63 percent of the audiences could not see anything to improve, and little can be done at this time about the seating arrangement, the results clearly support a recommendation for improved signage. Lighted signs, and signs on Hall and Garfield Roads would be appropriate as would on-campus signs and directions. With signs, possibly the parking concern could be alleviated since close parking could be designated.

Table 7 presents information on frequency of attendance at the Center. While 21 percent of the audiences have attended Macomb Center twice in the past year, and 5 percent have attend three times or more, most County residents who have attended Macomb Center in the last year did so only once (42%).

Again, a positive reaction to the performances is indicated by the repeated attendance of 26 percent. Continued patronage is certainly a factor for the Center to build upon.

The 21 percent who said they have attended performances, but not in the last year again underscores the confusion between the Barn Theater and the Macomb Center, since the Center has only been operational for one year.

Table 7

Question: How many times have you attended in the last year?	
<u>Response</u>	<u>Total Sample</u>
One Time	42%
Two Times	21
Three times or more	5
Zero times	21
No Answer/Can't remember	11
(BASE)	(43)

Ninety-three percent of those who have attended a performance at Macomb Center reported their experience as "enjoyable" (44%) or "very enjoyable" (44%) (see Table 8). Such overwhelming positive response to the experience, along with the praises for the building and repeated attendance, affirm the Center's marketable product. Once residents attend, they like the total entertainment experience.

Table 8

Question: Would you describe your entertainment experience as very enjoyable, enjoyable, okay, or disappointing?

<u>Response</u>	<u>Total Sample</u>
Very enjoyable	44%
Enjoyable	44
Okay	7
Disappointing	0
No Answer/Don't Know	5
(BASE)	(43)

Awareness of Macomb Center

Reading about the Macomb Center for the Performing Arts in the newspaper informed not only 28 percent of those who have attended a performance, but also 23 percent of those who have not attended. No distinction is made between newspaper formats, such as advertising, reviews, or written announcements, nor whether residents read about the Macomb Center in a local or in a metropolitan area newspaper. As a medium of informing residents, newspaper information, as we see in Table 9, reaches residents with the most consistent strength for general recognition, with 24 percent of the residents saying they found out about events at the Center through newspaper information. This result supports newspapers as a method of reaching Macomb residents both for attendance and for building an image as a successful entertainment center.

None of the other responses show such consistent productiveness. As supporting methods to regular newspaper information, however, they can be very effective. Friends and relatives account for informing 16 percent of those who have attended and 8% of the population in general. The Center positively pleases most of the people who attend, and they are apt to encourage attendance by their friends and relatives. Referral can be a very successful information medium, but to be successful for the Macomb Center, greater attendance must be achieved. As we saw in Table 8, 93 percent of those who have attended a Macomb Center performance rated it very enjoyable or enjoyable, but only 9 percent of the

residents surveyed said they had attended a performance. If the Center can increase the attendance, referral will become greater than 8% of the total sampled.

Another effective means of supporting newspaper information is written material such as mailed letters and brochures. Mail-letters inform 14 percent of those who have attended and brochures were effective for 21 percent of the audience. Mailed letters (3%) and brochures (9%) were not as widely recognized by the total sample.

Radio and television reach few residents. Two percent of the Macomb residents said they had found out about Macomb Center through the radio or television. Whether the ineffectiveness of radio and television results from nonuse of these mediums in the last year, or because residents were not receptive, is not clear from the study data.

The College billboard on Garfield, posters, and group events were the more common "other" responses cited as information sources by 7 percent of the respondents. Again, the billboard, posters, and public relations activities with groups cannot support full attendance, but these means do reach residents.

Lack of knowledge and not having heard of Macomb Center was the response given by 50 percent of those who have never attended a performance. Of this 50 percent, 16 percent could be expected to attend if they could be made aware of the Center. To increase participation beyond the 16 percent level requires a change in the current marketing strategies. Recommendations resulting from this study are directed to suggest those changes most likely to have a positive impact.

Table 9

Question: How do you find out about the events at Macomb's
Center for the Performing Arts?

	<u>Total Sample</u>	<u>Attended</u>	<u>Not Attended</u>
Newspaper	24%	28%	23%
Friend-Relative	8	16	8
Radio	1	2	0
Mail-Letter	3	14	1
Television	1	0	1
Brochure	5	21	8
Other	7	19	6
Not Heard	45	0	50
No Answer	2	0	3
Base Size	500	43	456

Comparison to Other Centers

Since general recognition does not seem to be the issue, the enjoyable entertainment experience and attendance are what need to be focused upon. The following analysis addresses the areas of attendance at entertainment centers, expectations, and perceptions.

Attendance at Other Centers

Among the entertainment centers identified in Table 10, Pine Knob (34%) and the Fisher Theater (27%) were the most frequented by the Macomb County residents. The Premier Center (21%), Meadowbrook (17%), and the Music Hall (11%) followed in order. By comparison, 9 percent of the county residents sampled attended a Macomb Center production.

Table 10

Question: Have you attended any of the following entertainment centers in the last year?			
<u>"Yes" Responses</u>	<u>Total Sample</u>	<u>Attended Macomb Center</u>	<u>Did not Attend Macomb Center</u>
Pine Knob	34%	40%	34%
Meadowbrook	17	30	16
Fisher Theatre	27	38	26
Premier Center	21	28	21
Music Hall	11	16	11
(Base Size)	(500)	(43)	(456)

Consistently, attendance at other centers was greater among those who also attended Macomb Center. Of those that did attend the Macomb Center in the last year, 40 percent had also attended Pine Knob while 38% had attended the Fisher Theater, Meadowbrook (30%), the Premier Center (28%), and Music Hall (16%) also were part of entertainment experiences of Macomb Center's audience. Those people who are interested in this form of live entertainment tend to frequent a variety of centers, not just one.

Macomb County residents are entertainment consumers throughout the metropolitan area. Attendance at the various entertainment centers shows that proximity or distance is not a significant factor, although the Macomb Center penetration is greater in the Mt. Clemens and northern county areas (see Table 11). Pine Knob draws equally as well from Roseville and East Detroit as it does from Sterling Heights, and the Fisher Theater attracts the same proportion from Warren as from Richmond and New Baltimore. Location of the presentation does not appear to be restrictive to potential audiences.

Table 11

Market Penetration

<u>Center Attended</u>	<u>Total County</u>	<u>Warren/ Center Line</u>	<u>Mt. Clemens</u>	<u>Roseville/ East Detroit</u>	<u>Sterling Heights</u>	<u>St. Clair Shores</u>	<u>Fraser/ Utica</u>	<u>Romeo/ Washington</u>	<u>Richmond/ New Baltimore</u>
Macomb Center	9%	10%	15%	1%	6%	8%	2%	22%	11%
Pine Knob	34	28	38	42	41	23	40	22	28
Meadowbrook	17	14	16	16	30	17	16	17	17
Fisher Theatre	27	23	29	27	34	32	16	22	22
Premier Center	21	23	18	16	35	11	26	28	17
Music Hall	11	11	13	14	11	17	6	6	6
(BASE)	(500)	(102)	(94)	(74)	(71)	(53)	(50)	(18)	(18)

Table 12 shows that few respondents attend entertainment centers alone (1%). Most attend as a couple (41%) or in a small group (40%). The Macomb Center particularly attracted couples (53%) in the last year and small groups (37%) were also an important part of the audience.

Since couples and small groups accounted for 90 percent of the Macomb Center's audience, marketing tickets for couples and small groups seems to be a more productive strategy than single tickets or large group packages.

Table 12

Question: Do you usually attend events alone, as a couple, in a small group, or as part of a large group outing?

<u>Response</u>	<u>Total Sample</u>	<u>Attended Macomb Center</u>	<u>Did Not Attend Macomb Center</u>
Alone	1%	--	2%
Couple	41	53	39
Small Group (3-6)	40	37	40
Large Group (7 plus)	6	5	7
Don't Attend	10	5	10
No Answer	2	--	2
Base Size	(500)	(43)	(456)

Entertainment Costs

The expected expense of attending a performance at Pine Knob, Meadowbrook, Fisher Theater, Premier Center, or Music Hall is presented in Table 13. Most of the residents interviewed (63%) said they spend between \$10 and \$30 at an entertainment center. Those people who have attended the Macomb Center (82%) also say they usually spend between \$10 and \$30 per person at an entertainment center. Macomb Center audiences of the past year are residents who are most willing to purchase entertainment tickets in the \$10 - \$20 range (63%), with an average expected expense of about \$16. Macomb County residents in general expect to pay about \$2 more at entertainment centers.

The entertainment centers also attract some patrons (8%) willing to spend over \$30, but those that had attended the Macomb Center had no expectation to do so.

Table 13

Question: How much do you usually spend per person at one of these entertainment centers?

<u>Response</u>	<u>Total Sample</u>	<u>Attended Macomb Center</u>
Under \$5	2%	--
\$5-\$10	9	9%
\$10-\$15	22	33
\$15-\$20	19	30
\$20-\$30	22	19
Over \$30	8	--
No answer	18	9
Mean Response	\$18.46	\$16.22
Base Size	(500)	(43)

Expected expense is also assessed for entertainment at the Macomb Center for the Performing Arts. The findings are presented in Table 14.

The \$5-\$10 per person cost is the most popular. Most frequently, residents (33%) expect to spend \$5-\$10 per person when attending the Macomb Center. Forty percent of those who attended in the last year chose \$5-\$10 as the per person cost, and 32 percent and those who had not attended the Center projected the per person cost at \$5-\$10. The average cost expectations of those people who have attended the Center is \$9.75, or about \$2.00 less than the expectations of those who have not actually been there (\$11.60).

Table 14

Question: How much would you expect to spend per person at Macomb's Center for the Performing Arts?

<u>Response</u>	<u>Total Sample</u>	<u>Attended Macomb Center</u>	<u>Did Not Attend Macomb Center</u>
Under \$5	6%	9%	6%
\$5-\$10	33	40	32
\$10-\$15	19	37	17
\$15-\$20	9	7	9
\$20-\$30	6	--	6
Over \$30	1	--	2
No Answer	26	7	28
Mean Response	\$11.40	\$9.75	\$11.60
Base Size	(500)	(43)	(500)

When the expectations of the Macomb Center expenses per person are compared with those for the metropolitan area entertainment centers, in Table 15, we see that few residents (9%) expected to spend \$5-\$10 per person at one of the entertainment centers while 33 percent expected to spend \$5-\$10 per person at the Macomb Center. In general, people expect to pay between \$5 and \$15 at the Macomb Center, but expect to pay \$10 to \$30 for similar entertainment elsewhere. The average expected cost for the Macomb Center is about \$7 less than for other entertainment centers.

Table 15
Comparison of Expected Costs **Per** Person

	At Macomb Center	At Other Centers
Under \$5.00	6%	2%
\$5-\$10.00	33	9
\$10-\$15	19	22
\$15-\$20	9	19
\$20-\$30	6	22
Over \$30	1	8
No Answer	26	18
Mean response	\$11.40	\$18.46
BASE = 500		

Expectations of Quality

The majority of the residents (56%) expect the quality of performance at the Macomb Center to be the same as that at other entertainment centers. Variations for the better (16%) or worse (17%) are essentially balanced (see Table 16).

Among those who have attended the Macomb Center, however, we see reflections of a positive experience. Twenty-six percent of those who have attended a performance expect the Macomb Center's performance to be of better quality while 15 percent of those who have not attended have these expectations. This clearly shows that the image of quality is enhanced by the experience. It also points out an opportunity for a marketing strategy to inform the public of the high quality of the entertainment at the Center.

Table 16

Question: Would you expect the quality of performances at the college's center to be better or worse than those at other entertainment centers?			
Response	Total Sample	Attended Macomb Center	Have Not Attended Macomb Center
Better	16%	26%	15%
Same	58	58	58
Worse	17	11	17
No Answer	9	5	10
Base	500	43	456

In answering the question as to whether they perceived better or worse quality at the Macomb Center, those that thought the performances would be worse (17%) expect Macomb Center performers to be "amateurs" or "locals" who would not be as good as professionals. Macomb Center performers were seen as "not quite as professional." Not being able "to afford good names" was also given as a reason why Macomb Center performances would be worse than those of the metropolitan entertainment centers.

Those that thought the Macomb Center's performances to be better (16%) explained that "students would have a better attitude toward performing" and that students would "try harder and put more enthusiasm into it." Some felt "the new building and excellent acoustics would encourage the performers."

When commenting on the Macomb Center, most residents assume an amateur production either by students or local talent. The Macomb Center's affiliation with Macomb Community College has made the connection with students and student productions. This perception is equally an asset and a drawback. It has not, however, harmed the image of quality performances. It does indicate that a significant number of people are unaware of the professional performances that are offered. This finding presents a challenge to enlighten the community.

Life Styles

Leisure Activities

Table 17 gives a picture of Macomb County residents' first, second and third choices of leisure activity. In all three choices,

exercise was the most popular activity. Of next importance were quiet time (22%) and hobbies (17%). Quite time as choice does not appear to be significant with regard to age, occupation or income but was more popular with females (28%) than with males (13%). Women (21%) also say they enjoy hobbies more often than men (10%).

Table 17

Question: Name three things you like to do with your leisure time.

<u>Response</u>	<u>1st. Choice</u>	<u>2nd. Choice</u>	<u>3rd. Choice</u>
Exercise	33%	30%	22%
Quiet Activities	22	12	11
Hobbies	17	17	9
TV/Movies	8	9	9
Outings	7	12	15
Dating	5	5	6
Theater/Concerts	4	6	5
Other	3	4	3
No answer	1	5	20

BASE = 500

The most popular first choice activity is exercise (33%). Students (46%) and skilled workers (51%) especially chose exercise and males (48%) were more interested in exercise than females (22%).

Television and movies were not a popular leisure time activity with only 8 percent of the sample choosing this category as a first choice. Students did not choose television and movies as a first choice at all. Fifteen percent of those with less than a high school education did choose television, however, as well as 17 percent of those ages 18-24 or over 65.

Theater/concert attendance was rated low (4%) as a first choice leisure activity. The more schooling a resident has, the more popular theater and concert attendance is with that person. Such attendance ranged from 0 percent for those with below high school education to 7 percent for those with four years of college or beyond. Other factors of influence appear to be occupation and income. Among occupations, those in a professional/technical field are the most likely to attend a theater or concert.

Table 18 shows that respondents who attended the Macomb Center in the last year are about the same as the total sample of theater-concert goers (2%). But their preference for a first choice activity is a quiet activity such as reading or music (33%) rather than exercise (30%).

Table 18

Question: Name three things you like to do with your leisure time?

<u>Responses of the Macomb Center Audiences</u>			
	<u>1st. Choice</u>	<u>2nd. Choice</u>	<u>3rd. Choice</u>
Quiet Activities	33%	12%	12%
Exercise	30	30	16
Hobbies	19	23	14
Dating	7	--	5
Outings	5	7	14
Theater/Concerts	2	5	16
Other	2	5	5
TV/Movies	--	12	5
No Answer	2	6	13

Base = 43

Entertainment Preferences

Drama is the favorite type of television show for 19 percent of Macomb County residents (see Table 19). Twenty-six percent of those people out of the workforce, such as housewives, chose this category and 31 percent of those with sales/clerical occupations liked dramatic television programs. Twenty-five to thirty-four year olds also enjoyed drama more than most (28%), and 25 percent of the women preferred it compared to a 10 percent choice for men.

Table 19

Question: What is your favorite type of TV show?

<u>Response</u>	<u>Total Sample</u>
Drama	19%
Comedy	15
News/Information	12
Adventure	10
Sports	6
Soaps	5
Game Shows	3
Other	8

(Base Size)

(500)

Comedy was the next popular category with 15 percent of the residents preferring it. Those in a professional or technical field enjoy comedy a great deal (27%) as do 18-24 year olds (26%). Those people who have attended the Macomb Center in the last year enjoy comedy a great deal (23%). It was this group's favorite type of television program.

News/information was of third importance (12%) and it was particularly popular with retirees (24%), owner-managers (21%), and those 55-64 (23%). Males (14%) enjoyed news/information programs slightly more than females (10%).

In looking at the three most popular types of television programming, we see that drama and comedy are the most popular television programs and news/information is the third choice.

Clues to the entertainment preferences of Macomb residents were also sought by asking about the type of radio station they enjoyed listening to. Table 20 summarizes their responses. Most (29%) of the residents in general listen to "easy listening" stations, but most (37%) of those who have attended the Macomb Center for the Performing Arts listen to "talk" stations.

Table 20

Question: What radio station do you listen to most often?			
Type of Response	Total Sample	Attended Macomb Center	Did not Attend Macomb Center
Easy	29%	21%	30%
Talk	18	37	16
Rock	14	5	15
Office	10	12	10
Country	9	7	9
Soul	2	2	2
Other	11	16	10
No Answer	7	0	8
BASE	(500)	(43)	(457)

Taking trips to museums, planetariums, art galleries or similar places are activities that also indicate entertainment preferences (see Table 21). Most of the residents (87%) have taken such trips, and virtually all (100%) of those identifying themselves as part of Macomb Center audiences have done so. The greater the education and income level, the more likely a resident has had one or more of these experiences.

Table 21

Question: Have you ever taken trips to museums, planetariums, art galleries or similar places?			
<u>Response</u>	<u>Total Sample</u>	<u>Attended Macomb Center</u>	<u>Did not Attend Macomb Center</u>
Yes	87%	100%	86%
No	13	0	14
(Base)	(500)	(43)	(457)

Fine Arts Experience

As the data in Table 22 shows, singing or band classes in school were experienced by 38 percent of the respondents. Those attending the Macomb Center are more apt to have taken a singing or band class in school (49%). In general, such past experiences in music correlate with the level of education (52% for those with four years of college or more) and income (47% for those with \$40,000 or more income per year). Also, more men (44%) than women (33%) have music classes.

Since singing or band classes were a common experience for 49 percent of those who chose to attend the Macomb Center in the last year, it would be a productive effort for the Center to publicize events not only to MCC vocal and band students but high school and junior high school students as well. These students tend to be receptive to cultivation as part of the future audiences of the Center.

Table 22

Question: Have you ever taken singing or band classes in school or college?			
<u>Response</u>	<u>Total Sample</u>	<u>Attended Macomb Center</u>	<u>Did not Attend Macomb Center</u>
Yes	38%	49%	36%
No	62	51	63
Base	(500)	(43)	(451)

Table 23 reveals that most respondents (55%) have not performed or participated in plays, concerts, musicals, or in church or community groups. Of the 45 percent who have had some experience in such activities, they tend to be more educated, have higher incomes, and work in professional or technical fields.

A significantly higher proportion (67%) of Macomb Center's audiences have worked in theatrical or musical performances. This

data provides additional support for the conjecture that any interest in the arts heightens the likelihood of involvement in any area of the arts.

Residents involved in plays, concerts, musicals, church or community productions are an apt audience for the Macomb Center and, as with vocal and band students, residents who are performers are a target group for the Center. Likewise, the Macomb Center's audiences have a higher interest in music and theater, and are more likely to take courses that increase their own skills and abilities in the performing arts.

Table 23

Question: Have you ever worked or performed in plays, concerts, musicals, or in church or community groups?

Response	Total Sample	Attended Macomb Center	At least some College Education	Professional or Technical Workers
Yes	45%	67%	52%	56%
No	55	37	48	44
Base	(500)	(43)	(241)	(77)

Table 24 presents information on the types of lessons respondents have taken. Music (35%) and dance (24%) were the lessons respondents cited most often; art (14%) and acting (3%) were cited less often: the more educated the respondents, the more likely the lessons. Those with four years or more of college were the

most likely to have had music lessons, and those with income of \$40,000 or more were the most likely to have had any lessons.

More males (40%) have had music lessons than females (32%), and more males (4%) have had acting lessons than females (2%). However, more females have had dance lessons than males. If a respondent has had music, dance, art or acting lessons, they are more apt to have attended the Macomb Center--particularly those who have music lessons (61%) and dance lessons (44%).

Publicizing Macomb Center events throughout county schools to music and dance classes and developing programs that expand school curriculum would seem to be positive market strategy for the Center. In addition, offering the Macomb Center for metropolitan area school music/dance competition would introduce potential students to the Macomb College facilities and possibly to its arts program

Table 24

Question: Have you ever taken... lessons?

<u>% yes response for:</u>	<u>Total Sample</u>	<u>Macomb Center Audiences</u>	<u>Men</u>	<u>Women</u>
Music lessons	35%	61%	40%	32%
Art lessons	14	16	9	18
Dance lessons	24	44	18	29
Acting lessons	3	7	4	2
Base	(500)	(43)	(205)	(295)

(Percentages do not add to 100% as multiple responses were allowed).

Most respondents have not had a college level art, music, theater or dance class (92%, see Table 25). Thirty-three percent of all respondents have had some college and 15 percent have had four or more years of college. Among them, the proportion having taken classes in art, music, theater or dance increased to 21 percent for those with a four-year degree.

Table 25

Question: Have you completed an Art, Music, Theater or Dance class in college?				
<u>Response</u>	<u>Total Sample</u>	<u>High School Graduate</u>	<u>Some College</u>	<u>4 years + College</u>
Yes	8%	2%	11%	21%
No	92	98	89	79
(Base)	(500)	(199)	(168)	(73)

Seven percent of those questioned designated the school they attended. Twelve respondents attended Macomb Community College, four attended Michigan State University, one attended Oakland Community College and 14 attended various other colleges in and out of the state of Michigan.

In looking at those that did attend the Macomb Center in the last year, in addition to attracting county residents who have had art, music, theater or dance classes (19%); the Macomb Center attracts those who had such a class at Macomb Community College (12%). The connection between MCC and the Macomb Center is again demonstrated (see Table 26).

Table 26

Question: Which college did you attend to complete an art, music, theater or dance class?			
	Total Sample	Those who completed such college classes	Macomb Center Audience
Macomb Community College	2%	34%	12%
Oakland Community College	-	3	2
Michigan State University	1	11	-
Wayne State University	1	11	-
Other	3	40	5
Base	(500)	(35)	(43)

Of the 7 percent who responded, nine rated their course "excellent," thirteen said "above average," twelve evaluated the course as "average," and one respondent rated the course as "poor."

Of the 38 who said they had completed a college course in art, music, theater or dance class, 19 said they strongly agreed that the instructor's knowledge was apparent, five mildly agreed, two agreed, and no one disagreed.

Experiences of MCC Student Presentations

Table 27 summarizes the extent to which Macomb Community College course offerings or presentations in art, music, theater and dance are known. The "yes" response to each area was between 55% - 58%, demonstrating that the respondents differentiated very little between the subjects.

Table 27

Question: Have you heard about any Macomb Community College offerings or presentations in ...		
	<u>Yes</u>	<u>No</u>
Art	58 %	42 %
Dance	56	44
Music	56	44
Theater	55	45
BASE = 500		
(Multiple responses included)		

The Macomers, a Macomb Community College student performing group, were known to 23 percent of the respondents and by 47 percent of the respondents who had attended the Macomb Center in the last year (see Table 28).

Table 28

Question: Have you heard of the Macomers?			
<u>Response</u>	<u>Total Sample</u>	<u>Attended Macomb Center</u>	<u>Did not attend Macomb Center</u>
Yes	23%	47%	21%
No	76	53	78
Base	(500)	(43)	(457)

As Table 29 illustrates, newspapers (8%) and friends and relatives (6%) were the primary ways that respondents had heard about The Macomers. Of secondary significance were brochures (3%).

Table 29

<u>Where did you hear about the Macomers?</u>	
<u>Response</u>	<u>Total Sample</u>
Newspaper	8%
Friend/Relative	6
Radio	0
Direct mail/letter	1
Television	0
Brochure	3
Other	3
Haven't heard about them	70
No answer	8
<u>(BASE = 500)</u>	

The close relationship between the students of Macomb Community College and the Macomb Center again becomes apparent as 47 percent of those that had attended the Macomb Center had also attended a student performance or art exhibit. Among those that had attended the Macomb Center, 47 percent had attended some Macomb Community College student performance with the largest number attending an art exhibit (21%) followed by a play (12%) and a musical production (9%). Of all the respondents sampled, 15 percent had attended a student performance or art exhibit at the College (see Tables 30 and 31).

Table 30

Question: Have you ever attended a student performance or art exhibit at the college?			
Response	Total Sample	Attended Macomb Center	Did Not Attend Macomb Center
Yes	15%	47%	12%
No	84	51	87
No Answer	1	2	1
(BASE)	(500)	(43)	(457)

Those that had attended some kind of student performance (15%) mostly had attended an art exhibit although 4 percent had been to a play and 2 percent to a musical production.

Table 31

Question: (IF YES) What kind of student performance did you attend?			
Response	Total Sample	Attended Macomb Center	Did Not Attend Macomb Center
Art Exhibit	7%	21%	6%
Music	2	9	1
Play	4	12	3
Other	1	5	1
No Answer	86	53	89
(Base)	(500)	(43)	(457)

As the data on Table 32 illustrates, 62% of those who had attended a student performance at the Center rated the performance as above average or excellent.

Those who rated the student performance as below average comprised 31% of the total number of respondents who had attended such a performance. None of the respondents rated the student performance as poor.

Table 32

Question: How would rate the student performance you attended?

<u>Response</u>	<u>Attendees</u>
Excellent	29%
Above Average	33
Average	31
Below Average	1
Poor	-
Don't Know/No Answer	5

| (Base) | 75 |

When asked if they had attended or read about a performance or exhibit by MCC arts faculty members, 62 people stated that they had. Of those 62, 15% said they had first heard of arts faculty activities through newspapers. Other sources of information were leaflets or brochures (10%), the acting department at MCC (10%), and other directors (8%) (see Table 33). The importance of newspapers as a medium for informing the public about arts activities at MCC, already discussed earlier, is reaffirmed here.

Table 33

Question: What was the source of information about those arts faculty performances ?

<u>Response</u>	<u>Attendees</u>
Newspaper	15%
Macombers' Director	2
Leaflets/Brochures	10
Other Directors	8
Acting Department	10
About MCC	2
Other	-
No Answer/Don't Remember	55
(Base)	(62)

Conclusions and Recommendations

The results of this survey provide important information concerning the perceptions Macomb County residents have of the new Center for Performing Arts. This study also provides information which could be utilized to improve the College's marketing efforts on behalf of the Center.

It is worth noting that of those respondents who have attended a presentation at the Center, 88% reported their experience to be enjoyable or very enjoyable. In addition, 37% of those who had attended cited the architecture and design of the Center as what they liked best about the building and facility, and 19% commented on the cleanliness of the Center.

An examination of the respondents who have attended the Center provides the following information: attenders are more likely to be female than male, tend to have more education, and are more likely to be in professional, technical, or supervisory occupations than nonattenders.

The attending group also tends to be more apt to have taken singing or band classes in school, or were more likely to have had performing experience themselves. Respondents living in Mt. Clemens and Warren were also more likely to have attended an event at the Center, which reflects the presence of MCC's campuses in these communities.

The results of the study have also indicated that families with small children are less likely to have attended an event

at the Center. Residents who have lived in Macomb County less than five years are also less likely to have attended, as were people out of the workforce, housewives, the disabled, the retired, and the unemployed.

Comparing nonattenders with attenders, then, suggests the following marketing considerations:

- The needs and tastes of women ought to be seriously considered in programming choices.
- Newer residents of the County need to be informed of the existence of the Center as well as its offerings.
- Events of interest to families with children could help increase attendance if targeted.
- It would be productive to publicize Center events to area students at the junior high and high school level as well as to MCC's performing arts students. The Center might also consider the possibility of offering its facilities for metropolitan area music and dance competition.

Comparison of attendance at the Center with attendance at other metropolitan area entertainment centers shows that respondents tend to expect the quality of offerings at the Center to be the same as at the other centers. Respondents also indicated they expect an average cost of performances at the Center for Performing Arts to be less than the cost expected at the other centers. Those who had attended an event at the Center were also more likely to have attended events at other metropolitan area centers,

an indication that distance need not be a significant factor in restriction of potential markets. Thus, performances and events at the Center for Performing Arts could be successfully promoted in all areas of the County.

Closer examination of the data provided by respondents who stated they expected performances at the Center to be worse than those at other centers shows that "not being able to afford good names" was often given as the reason for that expectation. In addition, respondents indicated some confusion of the Center with its predecessor, The Barn Theater, and many respondents indicated they assume performances at the Center to be amateur productions.

In light of these perceptions, the following marketing efforts should be undertaken by the Center.

- Inform the community that professional as well as student performances are offered.
- Attempt to alleviate confusion of the Center with The Barn Theater by informing the community that the Center has replaced The Barn Theater and offers expanded programming.
- Increase the identification of the Center through appropriate and visible signage.
- Take steps to inform the community of the high quality of offerings at the Center.

Results of the study also indicate various marketing strategies:

- Newspapers appear to be the most effective medium for informing the community about the Center and its offerings.
- Direct mail and brochures were effective sources of information for those who have attended.
- Marketing tickets for the Center to couples and small groups rather than single ticket sales or large groups would seem to be a more effective strategy.

The overall image of the Center is that of a true cultural contribution. The task of a marketing effort is to inform the community of its availability and to tailor the programming to the needs and benefit of the community.

APPENDIX

1. Have you attended a performance at the Macomb Center for the Performing Arts at Hall Road and Garfield?

Yes 1
No 2

2. (IF YES) What did you like best about the building and facility?
(OPEN END)

3. What would you like to see improved? (OPEN END)

4. How many times have you attended in the last year?

(record number)

5. Would you describe your entertainment experience as very enjoyable, enjoyable, okay, or disappointing?

very enjoyable 1
enjoyable 2
okay 3
disappointing 4
NA 9

6. (IF NO) What do you think might be the main reason why you haven't attended?
(ASK AS OPEN END)

too far/distance 1
not interested in plays/
performances/arts 2
too busy/other plans 3
don't have the schedule 4
never heard of the Center 5
don't care for the programs 6
heard bad reports 7
Other _____ 8
(specify)
NA 9

7. How do you find out about the events at Macomb's Center for the Performing Arts?

newspaper 1
 a friend or relative . . . 2
 radio 3
 direct mail/letter. . . . 4
 television. 5
 brochure. 6
 Other 7
 (specify)
 haven't heard about it. . . 8
 NA 9

Have you attended any of the following entertainment centers in the last year?
 (READ LIST, ROTATE)

	Yes	No	NA
8. Pine Knob	1	2	9
9. Meadowbrook	1	2	9
10. Fisher Theatre.	1	2	9
11. Premier Center.	1	2	9
12. Music Hall.	1	2	9

13. Do you usually attend such events alone, as a couple, in a small group, or as part of a large group outing?

alone 1
 couple 2
 small group (3-6) 3
 large group (7+) 4
 do not attend. 5
 NA 9

14. How much do you usually spend per person at one of these entertainment centers?

Under \$5 1
 \$5-\$10 2
 \$10-\$15 3
 \$15-\$20. 4
 \$20-\$30. 5
 Over \$30 6
 NA 9

15. How much would you expect to spend per person at Macomb's Center for the Performing Arts?

Under \$5. 1
 \$5-\$10. 2
 \$10-\$15 3
 \$15-\$20 4
 \$20-\$30 5
 Over \$30 6
 NA 9

16. Would you expect the quality of performances at the College's Center to be better or worse than those at other entertainment centers?

better 1
 same 2
 worse. 3
 NA 9

17. (If better or worse)

In what way? (OPEN END)

Name three things you like to do with your leisure time? (OPEN END)

18. _____

19. _____

20. _____

21. What is your favorite television show? (OPEN END)

22. What has been your all-time favorite movie? (OPEN END)

23. What radio station do you listen to most often? (OPEN END)

Have you ever taken . . .

	<u>Yes</u>	<u>No</u>	<u>NA</u>
24. Trips to museums, planetariums, art galleries or similiar places	1	2	9

25. Singing or band classes in school or college.	1	2	9
---	-------------	-------------	---

Have you ever . . .

26. Worked or performed in plays, concerts, musicals, or in church or community groups.	1	2	9
---	-------------	-------------	---

Have you ever taken . . .

27. Music lessons	1	2	9
-----------------------------	-------------	-------------	---

28. Art lessons	1	2	9
---------------------------	-------------	-------------	---

29. Dance lessons	1	2	9
-----------------------------	-------------	-------------	---

30. Acting lessons.	1	2	9
-----------------------------	-------------	-------------	---

31. Have you completed an Art, Music, Theater or Dance class in college?

Yes 1
No 2

32. (IF YES) Which College?

Macomb Community College	1
Oakland Community College.	2
Other community college.	3
U of M	4
Oakland University	5
MSU.	6
Wayne State University	7
Other/Combination _____	8
(specify)	
NA	9

33. Would you rate the overall value of the course as excellent, above average, average, below average, or poor?

excellent	1
above average	2
average	3
below average	4
poor.	5
NA/don't know	9

34. Would you strongly agree, mildly agree, agree, mildly disagree, disagree, strongly disagree that the instructor's knowledge of the subject was apparent?

strongly agree.	1
mildly agree.	2
agree	3
mildly disagree	4
disagree.	5
strongly disagree	6
NA/don't know	9

(IF NO) Have you heard about any of Macomb Community College's course offerings or presentations in Art, Music, Theater or Dance?

	<u>Yes</u>	<u>No</u>	<u>NA</u>
35. Art?	1	2	9
36. Music?	1	2	9
37. Theater?	1	2	9
38. Dance?	1	2	9

39. Have you heard of The Macomers?

Yes 1
No 2
NA 9

40. Where did you hear about them?

newspaper 1
friend or relative. . . .2
radio 3
direct mail/letter. . . .4
television. 5
brochure. 6
Other _____ 7
(specify)
haven't heard about them.8
NA, ...9

41. Have you ever attended a student performance or art exhibit at the College?

Yes 1
No 2

42. (IF YES) What kind of student performance did you attend?
(OPEN END)

43. Would you rate the performance as excellent, above average, average, below average, or poor?

excellent 1
above average 2
average 3
below average 4
poor. 5
NA/don't know 9

44. Have you ever attended or read about the professional activities of any of Macomb's fine arts or performing arts faculty members?

Yes 1
No 2
NA 9

45. (IF YES) What was it? (OPEN END)

Now a few questions for statistical purposes.

D1. What is your age?

18-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65 or over.	6
NA.	9

D2. What is the highest level of education you've completed?

Less than high school. .	1
High School graduate . .	2
Some college	3
4-yr college or more . .	4
NA	9

D3. How long have you lived in Macomb County?

0-5 years	1
6-10 years	2
11-20 years.	3
21-30 years.	4
Over 30 years.	5
NA	9

D4. Are there any children under 12 living in your home?

Yes	1
No	2
NA	9

D5. Are you currently unemployed, laid off, or on strike from your job?

Yes	1
No	2
NA	9

D6. What is your current (or usual if unemployed) occupation?

Professional/technical	1
Business owner/Manager/	
Supervisor/Public Official . .	2
Sales/Clerical/Service Worker. .	3
Operative/Skilled Craftsman. . .	4
Disabled/Housewife	5
Retired	6
Other.	7
Student.	8
Refused/No answer.	9

(write in)

D7. What is your zip code?

48 _ _ _

D8. Which of the following groups include
your TOTAL FAMILY INCOME last year
before taxes? (READ GROUPS)

\$10,000 or less	1
\$10,001-\$20,000	2
\$20,001-\$30,000	3
\$30,001-\$40,000	4
Over \$40,000.	5
NA	9

Thank you very much for your help on our survey.

SEX OF RESPONDENT (BY OBSERVATION)

Male	1
Female	2

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